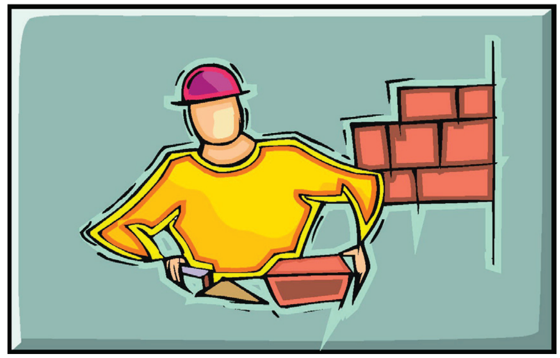
Disseminating FOR IMPACT

National Dissemination Center for Children with Disabilities

Special Issue 1 Build a Plan Workbook

# Build Your Dissemination Plan: A Workbook



NICHCY has developed an online tool called *Build-a-Plan* to help you build dissemination plans for your TA&D project. This workbook is designed to help you use the *Build-a-Plan* tool.

The first half of the workbook guides you through 4 key steps in dissemination planning, with many supporting examples. Your notes from this planning stage will guide your work in the *Build-a-Plan* tool, which is explained step by step in the second half of the workbook, including screenshots and examples. We hope that this workbook will help project staff to both think about and plan for effective dissemination of information resources.

We recommend that the first time you use the *Build-a-Plan* tool, you create a a dissemination plan for a specific product or service you'll be releasing in the next month or two—save the big, complicated projects for when you've had a chance to get familiar with the tool.

Following this process will help ensure that your dissemination plan will emerge in a brief, tidy, organized format that you can share with your Project Officer, advisors, and staff. The plan is also available to guide all your dissemination activities in future. You can use the *Build-a-Plan* tool as often as you like to edit your plan or develop new plans.

Access the *Build-a-Plan* tool at http://buildaplan.nichcy.org. Login with your existing my.tadnet.org login.

May 2013



## Table of Contents

# CHAPTER 1: DISSEMINATION PLANNING

Your TA&D project disseminates information all the time. You want to get your content into the hands of people who need it, and you no doubt have many ways of doing that. This workbook is meant to help projects disseminate their work using strategies that research has found to be effective, practical, and powerful.

Here are some of the ways TA&D projects disseminate information and resources:

TA&D NETWORK

| | | |
|---|---|---|
| Website | 1.800 hotline | Listservs & mailing lists |
| Newsletter | Blogs & guest blogging | Translated materials |
| CDs & DVDs | Text-only, Word, & PDF | Bilingual services |
| Conference presentations | Literature reviews | Podcasts |
| Journal articles | Radio, newspaper, TV | RSS feeds |
| Facebook | Video | Resource reviews |
| Twitter | Fact sheets & tipsheets | Guides & manuals |
| Pinterest | Email, letters, press releases | Toolkits |
| Webinars | YouTube | Training modules |
| Seminars | Training sessions | Powerpoint presentations |
| Individualized TA | Online forums & discussions | Research briefs |

***NOTE***—Most of these formats could fall under the description of "universal" technical assistance (e.g., newsletter, listserv, Twitter). Limited-audience formats such as webinars, toolkits, and training sessions could be used to provide targeted technical assistance. You probably wouldn't create a dissemination plan for intensive, sustained technical assistance activities.

# STEP # 1

## Identify Dissemination Goals

The goal for any dissemination plan will be based on the goals and intended outcomes of your project. The proposal you wrote in response to the RFP for your project probably spells out the goals and intended outcomes that drive your project's work. You can also likely find your goals represented in your project's logic model.

List some of your project's specific product dissemination goals in a file or document of your own design. See an example below, drawn from NICHCY.

***Example 1: Disability Fact Sheets***

*Goal 1*
Disseminate NICHCY's 29 fact sheets on specific disabilities to multiple audiences.

## STEP # 2

# List Your Target Audience(s)

**Discussion time:** Less than 30 minutes

**Helpful materials:** Your project's RFP
Your project's proposal

Most of us have more than 1 user group we're trying to reach with our content and expertise.

**Who are you trying to reach?** Check off your target audiences below.

### *Worksheet 1: Which audiences do you serve?*

***Early Intervention Stakeholders***

- ❑ Lead agencies for Part C
- ❑ Other state agencies involved with Part C
- ❑ Early interventionists
- ❑ Child care providers
- ❑ Families
- ❑ Other

***Stakeholders in Schools and Education***
*(for children with disabilities aged 3-22)*

- ❑ SEAs
- ❑ LEAs
- ❑ Administrators
- ❑ General educators
- ❑ Special educators
- ❑ Other school personnel
- ❑ Families
- ❑ Students with disabilities, aged 3-22
- ❑ Users who speak other languages *(which?)*

- ❑ Professional education associations
- ❑ University faculty
- ❑ Personnel preparation programs (preservice)
- ❑ Policy makers
- ❑ Researchers

- ❑ Employers
- ❑ Community members
- ❑ Agencies providing services to people with disabilities
- ❑ A particular *region* of the country or state?

***Are we missing an audience you serve?*** Please let NICHCY know (nichcy@fhi360.org), so we can add them to the *Build-a-Plan* tool.

# STEP # 3

## Describe Each Audience in Detail

**Discussion time:** Depends! How many distinct audiences do you serve?

(Rough estimate? 10-15 minutes of discussion time per audience.)

**Helpful materials:** Your experience and interaction with each of your audiences (needs assessments, surveys, focus group results, user feedback)

**Step 3** is likely to be the **most time-consuming** one in this 4-step process that lays the foundation for your project's dissemination plan. But in many ways, Step 3 is also the **most powerful step**, because it focuses so intensively on the needs, preferences, and characteristics of the user groups that you are trying to reach with solid, relevant information and tools. There are 3 parts to Step 3, beginning with 3A below.

### Step 3A | Briefly describe what you know about *each* audience you serve

*The questions and prompts below may help you guide and stimulate the team's discussion.*

- What problems are users in this group trying to solve when they call or visit your project?
- What type of information or resources are they looking for?
- What information or resources do you think they need from your project?
- How does this group like to receive information? (e.g., video, audio, short summaries, indepth documents, printed, on the Web, via a webinar, via individualized TA)
- Average reading level of members in group? Average amount of education?
- Do they need information in a language other than English?
- How comfortable are these users with using technology? How *current* is their technology?
- Where do this audience usually go for information? Who do they find credible and trustworthy?
- Does this group use social media (e.g., Facebook, Twitter, Pinterest), including Share Tools?
- How does your project normally communicate with this audience? How often?
- What barriers might there be to this group accessing and using your information?

*How about an example?*

### *Example 2: Description of Educators*

*Description of Audience:* Special education and general education teachers nationwide who provide services to children and youth (age 3-22) with the full range & diversity of developmental delays and disabilities.

**Characteristics**

May be general educator or special educator, with wide range of prior knowledge about educating students with disabilities. (One size does not fit all.)

K-12 covers a large span of age groups, subject matters, and scheduling issues. (Again, one size doesn't fit all.)

Many have limited access to web-based information during the school day, due to tightly scheduled time and school policies regarding use of and access to the Internet.

Prefer brief, direct 1 to 2 pagers.

Appreciate resources they can use in their classrooms immediately.

Can be an important conduit of dissemination to families (including Spanish-speaking) and colleagues.

**Information & Resource Needs**

Fact sheets about specific disabilities and resources of more information

Activities and resources that can be used in the classroom

Evidence-based educational practices for educating students with disabilities, including:

- classroom accommodations and supports for individual students with disabilities
- effective instructional practices
- how to modify tests and curricula
- how to address behavior issues

Materials that can be shared with families

Materials and resources developed by the SEA, including disability policies, professional development opportunities, inservice trainings, and disability guides

## STEP # 3 *(continued)*

### Step 3B | Identify the key dissemination strategies you'll use with each audience

Given the characteristics and information needs you've identified for each of your user groups, what dissemination strategies, mediums, and formats would be most powerful and appropriate for connecting with each group? In other words, how will you deliver your content to each group? ***Hint:*** Look back at the list on page 2.

### *Example 3: Dissemination Strategies & Formats for Educators*

Continuing with the example of "educators" as an audience, here's a list of dissemination strategies and formats NICHCY identified for that audience.

NICHCY will provide key information to educators through multiple formats, including:

- website articles, blogs, and resource sheets, with **PDF** printability and **Share This Tool**
- website section tailored to the duties and information needs of educators (**"Especially for…Schools and Administrators"**)
- eNewsletters with a section highlighting resources for **Schools K-12**
- **social media tools**, including RSS feeds, Facebook, and Twitter

## STEP # 3 *(continued)*

## Step 3C | Identify Partners & Intermediaries

Who does each user group most respect as an information source? Consider ways to partner with these sources in your dissemination efforts.

***Example 4:***
***Possible Partners & Intermediaries for Reaching Educators***

Council for Exceptional Children (CEC)

Divisions *within* CEC

Professional educator associations, especially the National Education Association and the American Federation of Teachers

Families of children with disabilities

Organizations emphasizing a specific disability (e.g., NCLD, LD online)

TA&D projects— IDEA Partnership, RRCs, IRIS Center, PTIs, Personnel Center, NCIPP, the AIM Center

## *STEP # 4*

# Apply this information to create a plan for each new product or tool you disseminate

**Time:** Less than 1 hour for each new product or resource you plan on disseminating

**What you'll need:** The information you identified in Steps 1-3
*Build-a-Plan* tool at: http://buildaplan.nichcy.org

***It's time to use the Build-a-Plan tool. Step-by-step directions begin on the next page.***

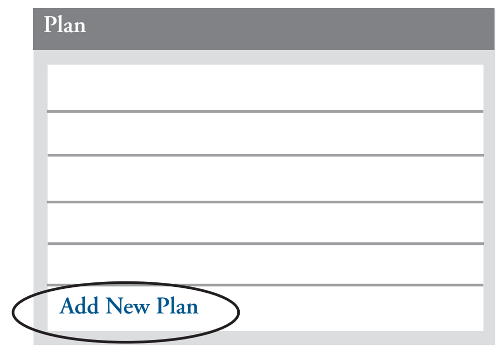
*Pssst*—An example of a *completed* dissemination plan can be found on pages 22-23.

# CHAPTER 2: CAPTURING YOUR PLAN VIA THE BUILD-A-PLAN TOOL

*Go to:* http://buildaplan.nichcy.org

*Log in:* Use your my.tadnet.org username & password

**Getting started.**
Select **Add New Plan**.
It's in the box in the right column of your screen (last item listed).

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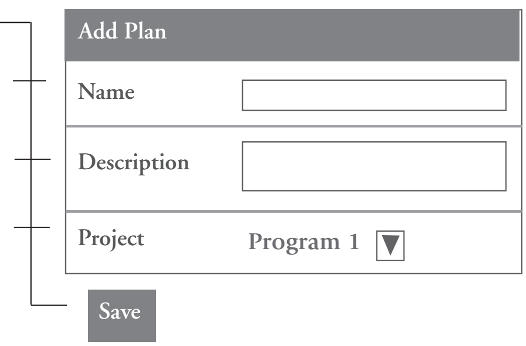
Name your plan and briefly describe it, including the name of the project or service. (Note: If you work on more than one TA&D project, you can designate your plans for "Program 1" or "Program 2," otherwise you'll want to choose "Program 1" each time.) **Save**.

*Example:*

**Name:** *Disseminate Part C training curriculum.*

**Description:** *We are developing training modules on the Part C regulations that will parallel the modules produced as part of Building the Legacy (on Part B).*

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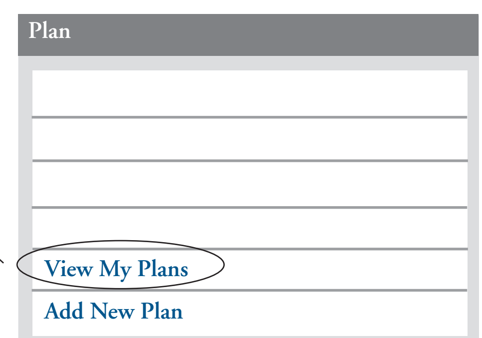
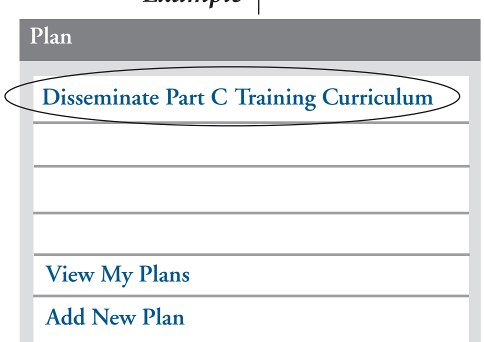
Select **View My Plans** on the right of your screen. All plans you've created will be here.

Select the plan you just created.




*Example*



Now you're going to complete these 5 sections.

Section 1: Product or Activity — Edit Product or Activity

Section 2: Audience
(To edit the options within this chart, including Audience...

Section 3: Potential Intermediaries or Partners

Section 4: Ensuring Accessibility

Section 5: Ensuring Availability

*Result?*

Your project's dissemination plan for a given product or activity.

Let's walk through the process step by step.

## Section 1 | Product or Activity

Select Edit Product or Activity.

Section 1: Product or Activity — Edit Product or Activity

*Screen changes...*
Select Add Product or Activity.

Add Product or Activity — Back to Plan

And you'll get this screen.

Add Product or Activity — Back to Plan

Product or Activity

Description

Disseminate to Audience 1

Disseminate to Audience 2

Disseminate to Audience 3

Disseminate to Audience 4

Disseminate to Audience 5

Save Product or Activity — Close

Click in the space **Product or Activity**. Name the product or activity you're planning to disseminate. Add a description, too, if you wish.

***Example:***

**Product or Activity:**
Disseminate Module 1, *The Basics of Early Intervention.*

**Description:** Module 1 includes trainer guides, slideshows, and handouts for participants.

Save.

**And you'll get this screen.**

**Disseminate Module 1, The Basics of Early Intervention**
Module 1 includes trainer guides, slideshows, and handouts for participants.

Edit Product or Activity

Select Edit Product or Activity.

## Section 2 | Audiences

Now it's time to identify the specific **audiences** you want to reach in your dissemination effort. *Build a Plan* lets you specify up to 5 distinct audiences.

**Here's where they go!**

| | | | |
|---|---|---|---|
| **Product or Activity** | | **Description** | |
| **Disseminate to Audience 1** | | **Description** | |
| **Disseminate to Audience 2** | | **Description** | |
| **Disseminate to Audience 3** | | **Description** | |
| **Disseminate to Audience 4** | | **Description** | |
| **Disseminate to Audience 5** | | **Description** | |

Save Product or Activity    Back

Save. Then go Back.

***Example:***

**Audience 1:** Lead agencies, Section 619 coordinators, SEAs
*State authorities for the Part C system*

**Audience 2:** NPTA, RPTACs, PTIs, and CPRCs
*Powerful conduit for sharing with families*

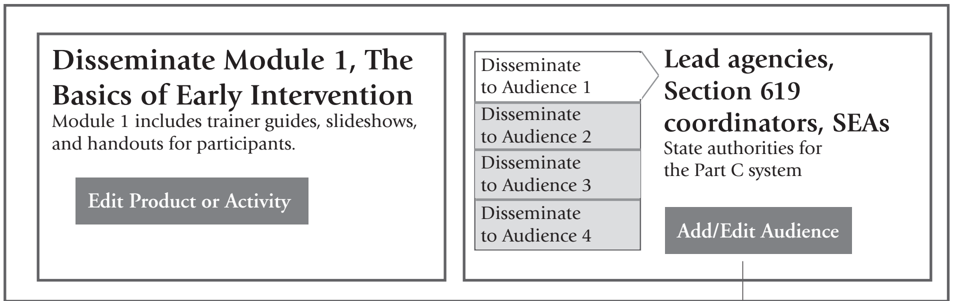
**Audience 3:** Early intervention community
*EI providers and staff*

**Audience 4:** TA&D projects concerned with Part C and early childhood
*ECTA Center, CONNECT, TACSEI, CSEFEL…*

When you save and go back, you'll get a screen that looks like this.

*The product you're disseminating and its description*

*The audiences to be reached*




Note that Audience 1 is "highlighted." You need to add some information about *how* you'll disseminate to Audience 1. Select ADD/EDIT AUDIENCE.

**You'll get this screen.**

Lead agencies, Section 619 coordinators, SEAs

| Formats and Media | Evaluation | Timeline |
|---|---|---|
| ☐ Website | ☐ Analytics of website & newsletter user click patterns | ☐ Monthly |
| ☐ eNewsletter | ☐ Online survey | ☐ Quarterly |
| ☐ Constant Contact | ☐ Google analytics | ☐ Annually |
| ☐ Email | ☐ Social media analytics (FB, Twitter, Pinterest) | ☐ One-time |
| ☐ Telephone | ☐ SalesForce | ☐ Other |
| ☐ Flyers | ☐ N/A | |
| ☐ Twitter | ☐ Email Opens | |
| ☐ Pinterest | ☐ Other | |
| ☐ Ning | | |
| ☐ Facebook | | |
| ☐ Video | | |
| ☐ Conference Presentation | | |
| ☐ Journal Article | | |
| ☐ Website - HTML | | |
| ☐ Website - PDF | | |
| ☐ Press Release | | |
| ☐ Blog | | |
| ☐ Other | | |

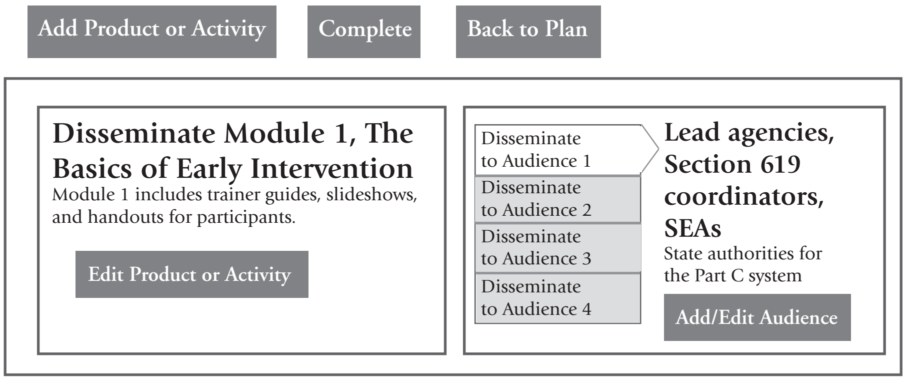
Identify the FORMATS AND MEDIA you plan to use when you disseminate the product to this specific audience.

*In this example, we're talking about Audience 1, described as lead agencies, Section 619 coordinators, and SEAs.*

Identify what EVALUATION tools you'll use to see how effective your dissemination efforts have been to this audience—and the TIMELINE you'll use.

SAVE. Then select BACK.

**Now you'll get a screen that looks something like this!**



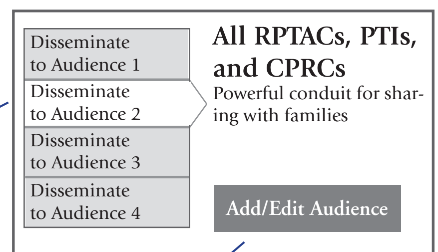

### Completing the "Audiences" Section

For each of your *other* intended audiences, you'll need to specify (as on page 13):

- the Formats and Media you plan to use with that audience;
- the Evaluation tools you'll use and the timeline.

**It's easy to move from audience to audience to complete this section.**

- Click on the audience in the display (to highlight it).
- Click on Add/Edit Audience to edit the audience's info.




When you're done, Save and select Back. (Both of these options are *above* the box.) Now you'll be able to see your audience info in table-form, as on the next page.

**Here's your audience plan, in a tidy table.**

| Disseminate to Audience | Medium | Evaluation | Timeline |
|---|---|---|---|
| **Product or Activity #1 \| Disseminate to Audience #1 Lead agencies, Section 619 coordinators, SEAs** | Website<br>eNewsletter<br>Constant Contact<br>Email<br>Website - PDF<br>Press Release | Analytics of website and newsletter user click patterns<br>Email Opens | One-time |
| **Product or Activity #1 \| Disseminate to Audience #2 All RPTACs, PTIs, and CPRCs** | Website<br>eNewsletter<br>Constant Contact<br>Email<br>Facebook<br>Website - HTML<br>Website - PDF<br>Other - Website Word | Analytics of website and newsletter user click patterns<br>Online Survey<br>Google analytics<br>Social Media analytics<br>Email Opens | Monthly |
| **Product or Activity #1 \| Disseminate to Audience #3 Early intervention community** | Website<br>eNewsletter<br>Constant Contact<br>Email<br>Facebook<br>Website - HTML<br>Website - PDF<br>Other - Website Word | Analytics of website and newsletter user click patterns<br>Google analytics<br>Social Media analytics<br>Email Opens | Monthly |

## Section 3 | Potential Intermediaries or Partners

Now it's time to identify organizations and people you can potentially partner with to reach all of the specific audiences you listed under Section 2.

(*NOTE*—Sections 3-5 are completed only once in your plan, not separately for each audience.).

Scroll down until you see Section 3. It'll look like this.

Select **Edit Partners**.

**Section 3: Potential Intermediaries or Partners** Edit Partners

**You'll get this screen, where you'll "identify specific partners and how they can support" you in reaching your audiences.**

*Here's a list of potential partner or intermediary "types."*

**1**—Put a **check mark** next to the "types" you hope to involve.

| | Identify specific partners and how they can support this project/activity |
|---|---|
| ☐ Early interventionists | |
| ☐ Administrators | |
| ☐ PTIs/CPRCs | |
| ☐ Non-profit organizations | |
| ☐ Professional organizations | |
| ☐ TA and D | |
| ☐ Other Family Organizations | |
| ☐ Community-based organizations | |
| ☐ Disability Organizations | |
| ☐ Communities of Practice | |
| ☐ Institutes of Higher Education | |
| ☐ NICHCY | |
| ☐ Minority Outreach Organizations | |
| ☐ Other | |

Save | Complete | Back to Plan

**2**—
For each broad partner "type" you've checked, fill in the corresponding box.

In other words, **identify the specific partners or intermediaries** of that "type" you hope to enlist in your dissemination effort.

*Confused?*
**See the examples on the next page.**

**Save**. Then go **Back**.

**Here's an example of how Section 3 might be completed.**

*Again, we continue with the running example used throughout this guide, NICHCY's plan for disseminating Module 1, the Basics of Early Intervention.*

*Note that not all "potential partners" in the list need to be filled in.*

*Think about **which** partners suit the particular dissemination effort and can help you reach a wider or specific audience.*

| Broad "Type" of Possible Partners | *Specific* Organizations You Might Involve and How |
|---|---|
| Early interventionists | *All early childhood TA&D projects, Early Intervention Family Alliance, Tots 'n Tech*<br>Will feature newly available modules in their newsletters and on their websites, will share news of modules through social media. |
| Administrators | |
| PTIs/CPRCs | *NPTAC, RPTACs, network of PTIs and CPRCs, STOMP*<br>Will sign up for e-alerts to know when new modules become available. Will use modules to provide training to PTI/CPRC staff and to families of infants and toddlers with special needs. |
| Nonprofit organizations | |
| Professional organizations | *IDEA Infant and Toddler Coordinators Association, Division of Early Childhood at CEC, related service organizations*<br>Will feature newly available modules in their newsletter and on their websites; will share news of modules through social media. |
| TA & D | *All early childhood TA&D projects*<br>Will feature newly available modules in their newsletter and on their websites; will share news of modules through social media. |
| Other Family Organizations | |
| Community-based organizations | |
| Disability Organizations | |
| Communities of Practice | *Early Childhood CoP @tadnet*<br>Will feature newly available modules in newsletter, CoP meetings, and on website; will share news of modules through social media. |
| Institutes of Higher Education | Will share modules with preservice early intervention and related service candidates via class assignments, message boards, etc. |
| NICHCY—National Dissemination Center for Children with Disabilities | |
| Minority Outreach Organizations | |
| Other | |

Save    Complete    Back to Plan

**When you Save and go Back to Plan, you'll see your "Target Partners" plan in a tidy table that looks like this:**

**Section 3: Potential Intermediaries or Partners** Edit Partners

| Target Partners | Identify specific partners and how they can support this project/activity |
|---|---|
| Early interventionists | All early childhood TA&D projects, Early Intervention Family Alliance, Tots 'n Tech<br>Will feature newly available modules in their newsletters and on their websites, will share news of modules through social media. |
| Professional organizations | IDEA Infant and Toddler Coordinators Association, Division of Early Childhood at CEC, related service organizations \| Will feature newly available modules in their newsletter and on their websites; will share news of modules through social media. |
| PTIs/CPRCs | NPTAC, RPTACs, network of PTIs and CPRCs, STOMP<br>Will sign up for e-alerts to know when new modules become available. Will use modules to provide training to PTI/CPRC staff and to families of infants and toddlers with special needs. |
| TA and D | All early childhood TA&D projects<br>Will feature newly available modules in their newsletter and on their websites; will share news of modules through social media. |
| Communities of Practice | Early Childhood CoP *@tadnet*<br>Will feature newly available modules in newsletter, CoP meetings, and on website; will share news of modules through social media. |
| Institutes of Higher Education | Will share modules with preservice early intervention and related service candidates via class assignments, message boards, etc. |

**Section 4: Ensuring Accessibility and Availability** Edit Accessibility

*And here's your next step.*

As OSEP TA&D projects, we know that **accessibility** is important, both for users who have disabilities and for those who have limited internet access. When planning for dissemination, make it a formal part of your process to discuss and address accessibility (so it doesn't fall through the cracks).

See the next page for **examples** of strategies that NICHCY uses to enhance accessibility and availability of its information, resources, and products.

### *Example: Strategies for Ensuring Accessibility and Availability of Your Products*

**Copyright free** | Access to NICHCY's information is promoted by making it all copyright free. This allows users to share it, adapt it, and put it on their own websites.

**Flyers and catalog** | We also have audience-specific flyers (families, general educators, special educators) that can be shared at conferences, meetings, and other gatherings that promote NICHCY's content. These are designed to pose frequently asked questions by the specific audience and to list the website address where they will find that question answered. The online catalog is designed along the same principles---by audience type (e.g., "info for families," "info for educators").

**Share This tool** | Content pages on NICHCY's site can be easily shared via a "Share" tool that lets users share on social media such as Facebook, Twitter, gmail, LinkedIn, email, and more.

**Spanish language** | We offer many of our publications in both Spanish and English in order to serve the needs of Spanish-speaking families.

**What's New** | Widget on front page of nichcy.org website, this feature will offer links directly to new or updated resources.

**News You Can Use** | Our monthly eNewsletter includes links to resources developed by NICHCY and other OSEP-funded centers.

**NICHCY on Facebook** | Daily newsfeed posts linking to information and resources will allow our over 6.680 Facebook users to learn about and find relevant information on timely topics.

**NICHCY on Twitter** | We re-post our daily Facebook announcements on Twitter through an automated feed. In addition, we will periodically re-tweet announcements and resources from relevant organizations and agencies such as ed.gov, disability.gov, and edweek.

## Section 4 | Assuring Accessibility and Availability

Scroll down until you see Section 4. It'll look like this.

Select **Edit Accessibility**.

**Section 4: Ensuring Accessibility and Availability** Edit Accessibility

- ☐ Captioned
- ☐ Screen Reader Friendly
- ☐ Copyright-free materials
- ☐ Flyers and catalogs
- ☐ PDF verisons of web publications
- ☐ Social media sharing tools (Share this, Email this)
- ☐ Other

**You'll get this screen.**

Select the ways in which your product and/or sharing formats will be made accessible and continuously available to users with visual, auditory, or other disabilities.

| Plans | |
|---|---|
| Name | Disseminate Part C Training Curriculum |
| Description | We are developing training modules on the ... |
| Project | Program 1 ▼ |

- ☐ Captioned
- ☐ Screen Reader Friendly
- ☐ Copyright-free materials
- ☐ Flyers and catalogs
- ☐ PDF verisons of web publications
- ☐ Social media sharing tools (Share this, Email this)
- ☐ Other

Save | Complete | Back to Plan

**Save**. Then go **Back to Plan**.

## Section 5 | Addressing Barriers—Who are we *not* reaching?

Almost done!

Scroll down until you see Section 5. It'll look like this.

Select **Edit Barriers.**

**Section 5: Addressing Barriers (Who Are We Not Reaching?)** Edit Barriers

- ☐ Website is 508 compliant
- ☐ Non web-based access is available
- ☐ Info available in plain language or alternate format
- ☐ Info available in languages other than English
- ☐ Consideration for those with limited Internet access
- ☐ Consideration for language and literacy limitations
- ☐ Other

**You'll get this similar screen.**

Consider ways that your product will be made available to underserved populations, including those with limited English language skills and/or internet access.

Select any that apply.

| Plans | |
|---|---|
| Name | Disseminate Part C Training Curriculum |
| Description | We are developing training modules on the ... |
| Project | Program 1 ▼ |

- ☐ Website is 508 compliant
- ☐ Non web-based access is available
- ☐ Info available in plain language or alternate format
- ☐ Info available in languages other than English
- ☐ Consideration for those with limited Internet access
- ☐ Consideration for language and literacy limitations
- ☐ Other

Save | Complete | Back to Plan

**Save**. Then go **Back to Plan**.

***And you're done! Well done!***

***An example of a "finished" dissemination plan is provided on the next page—it's NICHCY's plan to disseminate the Part C training curriculum modules, the example we've been using throughout this guide.***

***Example:***

National Dissemination Center for Children with Disabilities | Dissemination Plan

**Sections 1 & 2** | *Program 1* | **Product or Activity** and **Disseminate to Audience**

Disseminate modules in the Part C training curriculum.

| Disseminate to Audience | Medium | Evaluation | Timeline |
|---|---|---|---|
| **Product or Activity #1 \| Disseminate to Audience #1 Lead agencies, Section 619 coordinators, SEAs** | Website<br>eNewsletter<br>Constant Contact<br>Email<br>Website - PDF<br>Press Release | Analytics of website and newsletter user click patterns<br>Email Opens | One-time |
| **Product or Activity #1 \| Disseminate to Audience #2 All RPTACs, PTIs, and CPRCs** | Website<br>eNewsletter<br>Constant Contact<br>Email<br>Facebook<br>Website - HTML<br>Website - PDF<br>Other - Website Word | Analytics of website and newsletter user click patterns<br>Online Survey<br>Google analytics<br>Social Media analytics<br>Email Opens | Monthly |
| **Product or Activity #1 \| Disseminate to Audience #3 Early intervention community** | Website<br>eNewsletter<br>Constant Contact<br>Email<br>Facebook<br>Website - HTML<br>Website - PDF<br>Other - Website Word | Analytics of website and newsletter user click patterns<br>Google analytics<br>Social Media analytics<br>Email Opens | Monthly |

## Section 3 | Partners and intermediaries to reach specific communities of users

| | |
|---|---|
| Early interventionists | All early childhood TA&D projects, Early Intervention Family Alliance, Tots 'n Tech<br>Will feature newly available modules in their newsletters and on their websites, will share news via social media. |
| Professional organizations | IDEA Infant and Toddler Coordinators Association, Division of Early Childhood at CEC, related service organizations \| Will feature newly available modules in their newsletter and on their websites; will share news of modules through social media. |
| PTIs/CPRCs | NPTAC, RPTACs, network of PTIs and CPRCs, STOMP<br>Will sign up for e-alerts to know when new modules become available. Will use modules to provide training to PTI/CPRC staff and to families of infants and toddlers with special needs. |
| TA & D | All early childhood TA&D projects<br>Will feature newly available modules in their newsletter and on their websites; will share news via social media. |
| Communities of Practice | Early Childhood CoP @tadnet<br>Will feature newly available modules in newsletter, CoP meetings, and on website; will share news via social media. |
| Institutes of Higher Education | Will share modules with preservice early intervention and related service candidates via class assignments, message boards, presentations, etc. |

*Continued on next page*

***Example continued:***

### Section 4 | Program 1 uses the following strategies to enhance accessibility and availability of its information, resources, and products:

Copyright-free materials
PDF versions of web publications
Social media sharing tools (Share this, Email this)
Screen Reader Friendly

### Section 5 | Accessing Barriers (Who Aren't We Reaching?)

Program 1 uses the following strategies to address potential barriers target audience members might encounter in accessing its services and resources:

Website is 508 compliant
Non web-based access is available
Consideration for those with limited Internet access
Consideration for visually impaired
Consideration for language and literacy limitations

# CHAPTER 3: OTHER FEATURES OF THE TOOL

## Keeping Track of Your Progress with the Progress Box

There is a "**Progress**" box on the lower right hand corner of the tool.

- **Red** indicates that no information has been saved.
- **Yellow** indicates that information has been saved.
- **Green** indicates that the section is marked complete.

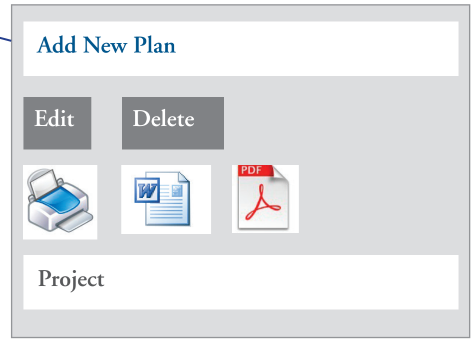
In this example, Sections 1 and 2 are in green (meaning they've been completed), Sections 3 and 4 are in yellow (meaning that the information has been saved but the sections aren't yet complete). Section 5 is in red, meaning that no information has been added and saved there.

**Progress**

Product or Activity C
Audience C
Potential Intermediaries or Partners N
Ensuring Accessibility and Availability N
Addressing Barriers N

## Sharing, Editing, and Printing Your Dissemination Plan

There's a toolbox of options on the far right of your screen. It looks like this.




In addition to the "Add New Plan" option, there are buttons that will allow you to **Edit** the plan or **Delete** it (if it's not already designated as "Complete"). You'll also see buttons with icons to:

- print your dissemination plan,
- download it into an editable Word document, or
- save it as a PDF.

We recommend that you try saving the plan in a Word document so that you can share it with your team for feedback and suggested edits.

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**Questions? Concerns?**
Contact:
Elaine Mulligan
NDC Project Director
1.800.695.0285
emulligan@fhi360.org

NICHCY

**National Dissemination Center for Children with Disabilities**

**Need info on disabilities, early intervention, special education, IDEA, or contacts in your state?**
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